



Social Media Plan

SECTION SUMMARY

- The right social media involvement builds trust and is cost-effective. In addition, consumers in a B-2-B market demand and expect social media activity.
- InterMed will use Facebook, Twitter, blogs and TechNation to monitor build relationships.
- Social media tactics are driven by the three-pronged strategy of listening, sharing and connecting.
- Social media platforms should be integrated and connected.
- Social media tactics need to be constantly monitored and evaluated.

Why social media?

Simply put, social media involvement is in demand – customers expect to find you there. Word of mouth has long been known as the most effective and most trusted form of advertising, and social media is basically taking word of mouth to the next level – now people can share their opinions about anything, anytime, anywhere, with anyone. The conversation is already taking place. It's InterMed's job to get involved and participate in the conversation, or business will pass us by. As social media guru Eric Qualman puts it, "we don't have a choice on whether we DO social media; the question is how WELL we do it."

The benefits of social media

BUILDING TRUST: Social media contexts allow businesses to use an organic, natural voice in their conversations with consumers. Unlike other marketing tactics, social media marketing is much more personal, and information provided on these sites does not feel as much like advertising to customers. Being active in social media means your business is part of a community, where ideas are shared and discussed, not just presented and observed, like in traditional advertising. This natural, personal voice combined with the opportunity to give feedback and be heard allows for an element of trust between the customer and InterMed which is unavailable in traditional marketing outlets.

COST-EFFECTIVE: It doesn't cost a penny to create a profile on Twitter, but presence on this site gives businesses access to over 75 million possible customers. Facebook, the other free platform, gives InterMed access to 103,085,520 people in the United States, about 39,687,925 of whom are in our target age demographic range. By following a social media plan like this one, the time invested in social media can also be efficiently spent. ROTI is amazingly high for social media use and the ROI is even higher. Perhaps the more important thing to consider is the cost of not engaging in the